

# **NUTRITION AND PHYSICAL ACTIVITY TO PREVENT OBESITY PROGRAM**

Arizona Department of Health Services  
*Physical Environment Workgroup Summary*  
May 19, 2004

## **Welcome by ADHS**

The purpose of this first workgroup meeting was to start vision and strategy development for the comprehensive state plan to reduce obesity and chronic disease through physical activity and nutrition interventions. The groups will meet once a month for 3 hours at ADHS through August (possibly September). A draft of the plan will be completed by September 2004 with community forums following for a completion of the plan by January 2005. We plan a kick-off of the plan in February.

All workgroups received background reading for this meeting as well as additional reading in their perspective areas for the next meeting. *If you did not attend the first meeting, you can get the materials at the meeting session.*

Each workgroup has a program staff liaison. The liaison will be the contact for each of their groups regarding questions or concerns and will be leading the group along with our facilitator. Liaisons for workgroups are listed below:

Emily Augustine, CHES - Physical Environmental, Worksite, Special Needs  
Lisa DeMarie, MA - Elementary School, Junior/Senior High School, Family  
Rena Cunnien, Ph.D. – Healthcare, Community

## **PROGRAM VISION:**

To be recognized as the leader in obesity prevention in Arizona, resulting in optimal health for our citizens.

## **PROGRAM MISSION:**

To improve the health and quality of life of Arizona residents by reducing the incidence and severity of chronic disease and obesity through physical activity and nutrition interventions.

## **PROGRAM GOALS:**

1. To promote and enable the citizens of Arizona to eat smart.
2. To promote and enable active lifestyles in Arizona residents.

## **GENERAL GOAL FOR THESE PLANNING WORKGROUPS:**

To assist with the writing of Arizona's comprehensive state plan, including developing strategies and action steps, to reduce chronic disease and obesity through physical activity and nutrition interventions.

There are eight workgroups including:

- *Physical Environment*
- Worksite
- Elementary school
- Junior/Senior High school
- Special Needs
- Family
- Healthcare
- Community

**Definition of *Physical Environment* workgroup:**

A question was proposed by the group as to what this group (formerly called Environmental/Policy) included. Responses were gathered to help the group get a clearer understanding of what this group was looking at.

For the purpose of these workgroups, the physical environment group encompasses the physical environment including a supportive built environment that makes physical activity and eating healthy effortless and a part of the culture. This includes media and social marketing messages, city planning on multiple levels and policy that affects the physical environment.

This workgroup will work on strategies and action steps for physical activity and nutrition that will positively effect the population and the issues related to this arena.

**Ground Rules**

Full Participation

Respect Opinions

Understanding Others

No Blaming

Turn Off Cell Phones

**Vision of the ideal for reducing/preventing obesity with the physical environment:**

1. A culture where being physically active and eating healthy is the norm.
2. There are adequate and safe sidewalks for walkability.
3. There is close accessibility to healthy foods for all citizens.

**Identified strategies**

1. Work with city planners to create a community design for Arizona cities/towns that promote physical activity including:
  - Build a team to include city planners/transportation and developers to put together how to make cities walkable and accessible to healthy foods
  - Create safe bike lanes around the state
  - Promote Walk/Bike to work
  - Promote providing easy access to stairs in multiple story buildings.
  - Create pleasant, attractive infrastructures that are inviting to walk/bike at
  - Promote community gardens
  - Create a city design where grocery stores and farmer's markets are walkable for all citizens
2. Promote communities to adopt a walkable, bikable community
  - Report card for communities; walk ability to home, grocery, school, church, work, etc.
3. Design a social marketing campaign encouraging healthy lifestyles
  - Idea campaign: " what are you gonna do? "
4. Create a source for information on what it costs for not doing physical activity.
5. Find funding to encourage and promote healthy community design in other community programs
  - Homeowners associations - HOA's.
  - Provide incentives/funding for healthier communities. Tax incentives for construction of recreation facilities, walk/bike paths, etc.

## **Overlaps/Parking lot**

This section is devoted to identifying ideas that were also considered in other workgroups as a primary interest and identifying which groups will focus on them.

Ideas from the Physical Environment workgroup that address another workgroup's focus area:

- Ideas for School workgroups
  - Healthy food – eliminating/reducing junk food
  - Physical activity - mandated daily recess every day, physical education at least two times a week as a requirement
  - Funding to implement and support these ideas
- Ideas for Healthcare workgroup
  - Fund for treatment of obesity as a chronic disease and provide special accommodation – i.e. arthritis.
  - Fund for prevention
- Ideas for Worksite workgroup
  - Work Cultures that support physical activity and healthy eating/nutrition

Ideas from other workgroups that address the Physical Environment focus area:

- Ideas from Healthcare workgroup
  - Food stamps-charge double for junk food (as a point of information, the anti hunger coalition would lobby against this)
  - Tax junk food
  - Remove candy attacked the checkout
  - Have better packaging for healthy choices suggest an apple and yogurt that will stay fresh, packaging it will keep the freshness of the product
  - Fruits and vegetables grab-and-go items in the incentive isles-instead of candy bars
- Ideas from Worksite workgroup
  - Sidewalks, etc. of city/town property for physical activity